

EXHIBIT BBB

2004 ARCTIC CAT® 440 Sno Pro

Traditionally Arctic Cat doesn't release information about their latest race sled until their annual race school in November, or at the Haydays grass drags in early September.

So why did Arctic Cat "leak" out some details about their 2004 Sno Pro 440 earlier this summer? Insiders indicate it was an effort to keep their racers from jumping brands. They had to give them some indication that they were making changes that would keep them competitive in the snocross arena. Ski-Doo enjoyed great success with their rider-forward position REV-chassis race sleds, so it only makes sense Arctic Cat would respond with a change in rider ergonomics, making the transition to a standing riding position easier.

The engineering department at Arctic Cat has been working diligently on their 440 Sno Pro. The 440 developmental team, in conjunction with many racers, have made major changes to the rider position, ergonomics, handling, suspension, turning radius and engine performance of the Sno Pro.

Key Improvements

* New steering position

- Steering post positioned over the engine in order to move the top of the post 9-inches forward and 7-inches higher. (see illustrations)

* New tunnel

- Straightened and deepened for improved durability. Running boards widened and footrests flattened for better ergonomics.

* Redesigned front suspension geometry

- Front end tipped 2 degrees in order to improve drive axle clearance and provide more aggressive steering.

* Chassis strength improvements

- Reinforcements throughout the chassis

* New seat design

- 6-inch higher seating position for better ergonomics
- Lighter weight design

* Deeper lug track

- 1.7-inch

* Strengthened drive system

- 15 wide chain
- Stronger drive shaft

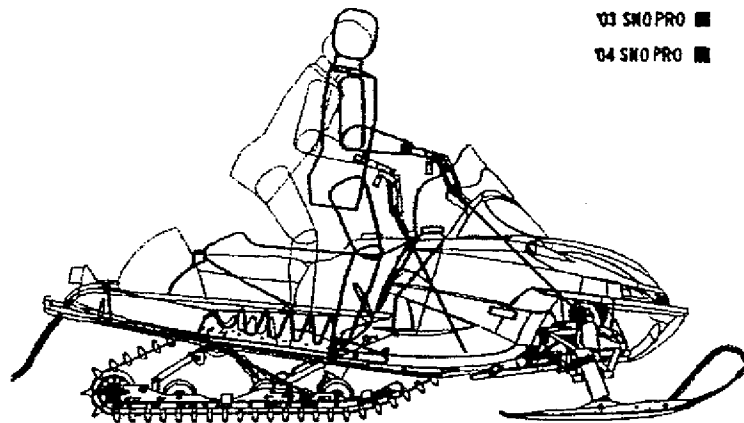
* New gas tank design

- 5 gallon capacity
- Better ergonomics

* New suspension calibration w/adjustment

- Ski suspension
 - * Fox Zero X ski shocks w/external compression and rebound adjustment

New steering position



2003-2004 COMPARISON OVERLAY

- Rear suspension

- * External rebound adjustment on Cross-Link
- * Improved calibration and durability

* Revised hood and belly pan design

- Enhance forward riding position

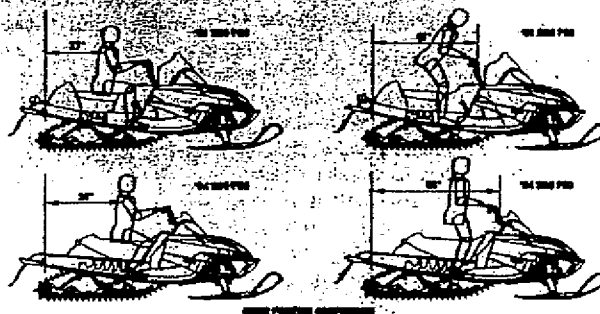
* New "Team Industries" driven clutch

- Improved durability

* New engine package

- 3 port exhaust cylinder
- Exhaust pipe
- 4-5 HP increase from 2003 package
- Improved acceleration, low end, mid range
- Improved throttle response

Rider position changes



Plans to display the Arctic Cat race sled are set for "Hay Days" in Lino Lakes, MN in early September. Actual race sled production and the annual Arctic Cat Race School will take place earlier than in previous years, scheduled for mid October. Orders for the new race sled were taken thru the Arctic Cat race department, as availability of these machines was extremely limited to racers who applied by May 15.

survey indicated 24% of those who responded were "more interested in four-stroke technology" for future sled purchases. Twenty-four percent! That's huge in a market where two-stroke have reigned supreme for so very long. This is a combination of fuel economy, noise level, durability-reliability, lack of two-stroke oil (smoke, convenience and cost), and the broad torque output.

Two Stroke Engine

That leaves us with 76% of the SnowTech readers who responded to our survey still wanting two-strokes. For them, a four-stroke is still not attractive and not a viable option. This includes a bunch of die-hard gear heads and mountain riders who like the lighter and more easily tinkered with two-strokes. When we're talking flotation through deep snow, lighter is better and two-strokes still rule. To this group, it's either a two-stroke engine or they'd rather not ride at all.

Forward Riding Position

Everyone can blame the Ski-Doo REV for this one feature that did more to polarize the market than anything in recent memory. Most riders either love or hate the forward riding position of the REV, but the fact of the matter is both Polaris and Arctic Cat have recognized the benefit of having your hips higher than your knees, and have altered their product offerings as such.



While there are a small number of riders who swear they'll never buy a sled that sits higher and further forward (instant disqualifier) there are far more who, after riding or buying a REV last season, will likely never go back to sitting on the rear of the seat ever again. They liken it to Independent Front Suspension up front or long travel skid frames in the rear (both made mainstream features by Polaris), making this one of the most significant Instant Qualifiers in the history of the sport.

Electronic Fuel Injection

"We ain't fiddling with the brass any more!" is the chant of the Arctic Cat faithful who know the benefits of Electronic Fuel Injection. Go out and try to buy a car or truck

with plain carbs instead of EFI and you'll be laughed right out of the dealership. The light throttle pull, ease of starting on the first or second pull (almost religiously these days) and the crisp performance, regardless of temperatures or elevation, has made this a huge Instant Qualifier for a number of riders.

Arctic Cat has held a lock on this one for so long they've maybe become complacent, as Ski-Doo just upped the ante with their transfer-port injection SDI engines. Instead of injecting the fuel into the air stream at the throttle bodies, Ski-Doo allows only clean air



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